

Notice of References Cited	Application/Control No. 09/740,091		Applicant(s)/Patent Under Reexamination COHEN ET AL.	
	Examiner Michael C. Heck		Art Unit 3623	Page 1 of 1

U.S. PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Name	Classification
	A	US-6,640,215	10-2003	Galperin et al.	706/19
	B	US-			
	C	US-			
	D	US-			
	E	US-			
	F	US-			
	G	US-			
	H	US-			
	I	US-			
	J	US-			
	K	US-			
	L	US-			
	M	US-			

FOREIGN PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Country	Name	Classification
	N	WO 01/11522 A2	02-2001	WIPO	Galperin et al.	G06F 17/60
	O					
	P					
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NON-PATENT DOCUMENTS

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	U	Data Mining News, Looking Past Automation, MarketSwitch Focuses on Optimization of Marketing Campaigns, Data Mining News, 10 May 1999 [GOOGLE]
	V	Porter-Kuchay. Multidimensional Marketing. Target Marketing, January 2000 [DIALOG: file 13]
	W	Spiegelman, Optimizers Assist in Specialized Marketing Efforts, Computer Reseller News, 22 November 1999 [PROQUEST]
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*A copy of this reference is not being furnished with this Office action. (See MPEP § 707.05(a).)
Dates in MM-YYYY format are publication dates. Classifications may be US or foreign.